

Date: 25-Sep-12

TO: Susie Toma
Cheryl Long

copy: Cedric Thomas
Jennifer Stewart
DeAnna Datillo
Public File

FROM: Dawn Tavoletti

RE: Political Rebate
Candidate: Smith
Week of: 9/17 - 9/23
Contract Number: 331680 - HL6316663

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
1	10-11A Tu-F	:30	\$250	5	2	\$225	\$50
3	1135P-1237A Tu-F	:30	\$500	5	3	\$300	\$600
4	12-1230P Tu-F	:30	\$275	5	2	\$180	\$190
8	6-7A Tu-F	:30	\$575	5	4	\$450	\$500
16	1130P-1205a Sun	:30	\$1,700	5	1	\$650	\$1,050
30	6-630P Sat	:30	\$475	5	1	\$200	\$275
31	10-11a Th-F	:30	\$250	5	1	\$225	\$25

TOTAL REBATE (Gross)	\$2,690
(Net)	\$2,286.50



Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ RTV

☐ WPXI.com

☐ WPXI Mobile



Agency SRCP

Write-up Date 9/25/12

Client Dol-Tom Smith

Requested By D. Tawelthi

Campaign/Title Benate

Resolution Date _____

Reason:

Customer Deduction _____

Sales Person Error _____

Billing Error _____

Traffic Error _____

Separation/Scheduling Problem _____

Late Run _____

Other ☒

Reference:

Invoice No. _____

Invoice Date _____

Contract No. 331680

Explanation of Adjustments by Requestor: LUC - see attached

Additional Explanation by _____:

GROSS Amount to be Credited: \$ 2690.00 Debited: \$ _____

NET Amount to be Credited: \$ 2286.50 Debited: \$ _____

ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:

1. Account Executive: _____ Approved _____ Date _____

2. Local/National Sales Manager: D. Tawelthi Approved ☒ Date 9/25/12

3. General Sales Manager: _____ Approved _____ Date _____

General Manager (Over \$5000): _____ Approved _____ Date _____

4. Final Approval: Controller: _____ Approved _____ Date _____

Entered On Spreadsheet _____ Entered as done _____ Entered in OSI _____



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Poitholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 331680

Schedule Dates 09/18/12-09/24/12
Advertiser Smith, Tom/R/SEN/PA (15776)
Agency SRCP - Stevens Reed Curcio & Poitholm (2056)
Product Political - Federal Candidate (1067)
Brand POL/T SMITH/R/SEN/PA (114155)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name WONDERHEID,BETSY
Phone/Fax /
CPE 11/15/273
Account Types National/Political
Billing Type Standard
Comments TOM SMITH 9/18
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/17/12
Last Modified 09/18/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06316663
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,877.50
Net Total \$38,972.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Sep. 2012
Grand Total: 63 \$45,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	10A- Ellen	3		X	X	X	X			2	\$250.00	\$750.00	Pittsburgh (WPXI)	ELLEN/1	9/17/12
2.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P			1	1	1	1			4	\$1,350.00	\$5,400.00	Pittsburgh (WPXI)	LATE NEWS/2	9/17/12
3.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	11:34P- TONIGHT SHOW	3		X	X	X	X			3	\$500.00	\$1,500.00	Pittsburgh (WPXI)	TONIGHT/3	9/17/12
4.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	11:59A- Channel 11 News At Noon	3		X	X	X	X			2	\$275.00	\$550.00	Pittsburgh (WPXI)	NOON NEWS/4	9/17/12
5.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	4P- Judge Judy 4p	3		X	X	X	X			3	\$300.00	\$900.00	Pittsburgh (WPXI)	JUDY 4-430P/5	9/17/12
6.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	5P- 5:30P (EST)			1	1	1	1			4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	NEWS 5-530P/6	9/17/12
7.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	5:59A- Channel 11 News At 6am M-F			1	1	1	1			4	\$775.00	\$3,100.00	Pittsburgh (WPXI)	NEWS 6-630P/7	9/17/12
8.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	5:59A- Channel 11 News 6am			1	1	1	1			4	\$525.00	\$2,100.00	Pittsburgh (WPXI)	NEWS 6-7A/8	9/17/12
9.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	6:59P- Jeopardy	3		X	X	X	X			3	\$1,250.00	\$3,750.00	Pittsburgh (WPXI)	JEOP 7-730P/9	9/17/12
10.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	7A- 8A (EST)			1	1	1	1			4	\$475.00	\$1,900.00	Pittsburgh (WPXI)	TODAY 7-8A/10	9/17/12
11.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	7:30P- WHEEL OF FORTUNE	3		X	X	X	X			3	\$1,250.00	\$3,750.00	Pittsburgh (WPXI)	WHEEL 730P/11	9/17/12
12.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	9A- Today Show 9a	2		X	X	X	X			2	\$300.00	\$600.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/12	9/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Contract # 331680

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Agency SRCP - Stevens Reed Curcio & Potholm (2056)
Product Political - Federal Candidate (1067)
Brand POL/T SMITH/R/SEN/PA (114155)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name VONDERHEID,BETSY
Phone/Fax /
CPE 11/15/273
Account Types National/Political
Billing Type Standard
Comments TOM SMITH 9/18
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/17/12
Last Modified 09/18/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06316663
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Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,877.50
Net Total \$38,972.50
Sales Tax

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Sep. 2012	63	\$45,850.00
Grand Total:	63	\$45,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Prime	09/24/12-09/24/12	5	:30	7:57P- The Voice 8-10P	1								1	\$3,500.00	\$3,500.00	Pittsburgh (WPXI)	VOICE 8-10P/13	9/17/12
14.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P							1		1	\$1,450.00	\$1,450.00	Pittsburgh (WPXI)	LATE NEWS/14	9/17/12
15.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	8A- 10:30A (EST)							1		1	\$275.00	\$275.00	Pittsburgh (WPXI)	SAT NEWS 8-1030A/15	9/17/12
16.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	11:30P- Channel 11 News Following Football 1130P								1	1	\$1,200.00	\$1,700.00	Pittsburgh (WPXI)	LATE NEWS FLW FT 1130-1235A/16	9/17/12
17.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	8A- 10A (EST)								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	SUN NEWS 8-10A/17	9/17/12
18.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P									1	\$1,350.00	\$1,350.00	Pittsburgh (WPXI)	LATE NEWS/18	9/17/12
19.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	5P- 5:30P (EST)									1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 5-530P/19	9/17/12
20.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	5:58P- Channel 11 News At 6pm M-F									1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/20	9/17/12
21.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	5:59A- Channel 11 News 6am									1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 6-7A/21	9/17/12
22.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	7A- 8A (EST)									1	\$475.00	\$475.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/22	9/17/12
23.0	Normal Line / Spot	09/20/12-09/21/12	5	:30	6:59P- Jeopardy	1			X	X				1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	JEOP 7P/9	9/18/12

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Rate \$45,850.00
\$45,850.00

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24.0	Normal Line / Spot	09/20/12-09/24/12	5	:30	7:30P- WHEEL OF FORTUNE	1				X	X			1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	WHEEL 730P/11	9/18/12
25.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	8A- 9A (EST)				2	1	1			4	\$425.00	\$1,700.00	Pittsburgh (WPXI)	TODAY 8-9A/25	9/18/12
26.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	8A- 9A (EST)									1	\$425.00	\$425.00	Pittsburgh (WPXI)	TODAY 8-9A/26	9/18/12
27.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	10A- Ellen									1	\$250.00	\$250.00	Pittsburgh (WPXI)	ELLEN/28	9/18/12
28.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	6:59P- Jeopardy									1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	JEOP 7-730P/29	9/18/12
29.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	4:29P- Judge Judy 430p				2	1	1			4	\$375.00	\$1,500.00	Pittsburgh (WPXI)	JUDY 430P/24	9/18/12
30.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	6P- CHANNEL 11 NEWS							1		1	\$475.00	\$475.00	Pittsburgh (WPXI)	SAT NEWS 6-630P/27	9/18/12
31.0	Normal Line / Spot	09/20/12-09/21/12	5	:30	10A- Ellen					X	X			1	\$250.00	\$250.00	Pittsburgh (WPXI)	ELLEN/1	9/18/12

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